



# Automotive Aftermarket Expenditures

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998

Longitude: -83.093858

Radius: 1.0 mile

Demographic Summary	2007	2012
Population	8,321	8,397
Households	3,479	3,529
Families	2,271	2,234
Median Age	36.3	36.8
Median Household Income	\$53,438	\$61,917

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Coolant, Brake, Transmission Fluids	78	\$4.19	\$14,578
Gasoline	82	\$1,645.41	\$5,724,370
Motor Oil	76	\$11.54	\$40,160
Parts, Equipment, and Accessories	79	\$56.76	\$197,454
Tires	81	\$117.65	\$409,301
Vehicle Audio Equipment	80	\$1.64	\$5,713
Wax, Polish, etc.	87	\$6.50	\$22,628
<b>Services</b>			
Auto Repair Service Policy	85	\$11.85	\$41,238
Auto Service Club Membership	90	\$19.06	\$66,299
Air Conditioning Repair	86	\$19.88	\$69,149
Body Work and Painting	84	\$44.82	\$155,914
Brake Work	86	\$67.88	\$236,164
Clutch and Transmission Repair	80	\$54.03	\$187,977
Cooling System Repair	87	\$25.94	\$90,260
Drive Shaft and Rear-end Repair	82	\$8.90	\$30,961
Electrical System Repair	87	\$36.01	\$125,282
Exhaust System Repair	92	\$16.71	\$58,151
Front End Alignment, Wheel Balance/Rotation	86	\$13.70	\$47,649
Lube/Oil Change and Filters	85	\$80.76	\$280,971
Motor Repair and Replacement	82	\$95.90	\$333,640
Motor Tune-up	83	\$56.95	\$198,143
Shock Absorber Replacement	92	\$5.52	\$19,213
Steering and Front End Repair	88	\$21.20	\$73,764
Tire Repair and Other Repairs	84	\$59.19	\$205,929

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<b>Demographic Summary</b>	<b>2007</b>	<b>2012</b>
Population	27,212	29,305
Households	10,622	11,455
Families	7,471	7,907
Median Age	37.4	38.1
Median Household Income	\$61,989	\$74,259

	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Products</b>			
Coolant, Brake, Transmission Fluids	89	\$4.77	\$50,694
Gasoline	96	\$1,918.79	\$20,381,415
Motor Oil	88	\$13.33	\$141,546
Parts, Equipment, and Accessories	93	\$66.95	\$711,095
Tires	95	\$138.43	\$1,470,450
Vehicle Audio Equipment	91	\$1.87	\$19,811
Wax, Polish, etc.	102	\$7.59	\$80,584
<b>Services</b>			
Auto Repair Service Policy	104	\$14.52	\$154,233
Auto Service Club Membership	102	\$21.58	\$229,267
Air Conditioning Repair	103	\$23.82	\$253,001
Body Work and Painting	99	\$53.12	\$564,250
Brake Work	101	\$79.59	\$845,406
Clutch and Transmission Repair	96	\$64.79	\$688,240
Cooling System Repair	102	\$30.29	\$321,712
Drive Shaft and Rear-end Repair	101	\$10.95	\$116,301
Electrical System Repair	101	\$41.50	\$440,817
Exhaust System Repair	101	\$18.35	\$194,949
Front End Alignment, Wheel Balance/Rotation	99	\$15.67	\$166,472
Lube/Oil Change and Filters	97	\$93.01	\$987,927
Motor Repair and Replacement	99	\$114.94	\$1,220,849
Motor Tune-up	100	\$68.82	\$730,997
Shock Absorber Replacement	104	\$6.22	\$66,061
Steering and Front End Repair	98	\$23.80	\$252,853
Tire Repair and Other Repairs	99	\$69.89	\$742,370

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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4035 Broadway

Grove City, OH 43123

Site Type: Radius

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Longitude: -83.093858

Radius: 3.0 mile

Demographic Summary	2007	2012
Population	47,789	52,493
Households	18,219	20,117
Families	13,017	14,090
Median Age	35.9	36.5
Median Household Income	\$63,038	\$75,748

	Spending Potential Index	Average Amount Spent	Total
<b>Products</b>			
Coolant, Brake, Transmission Fluids	90	\$4.81	\$87,678
Gasoline	98	\$1,959.19	\$35,694,572
Motor Oil	90	\$13.64	\$248,553
Parts, Equipment, and Accessories	97	\$69.53	\$1,266,696
Tires	97	\$142.00	\$2,587,123
Vehicle Audio Equipment	94	\$1.92	\$34,924
Wax, Polish, etc.	106	\$7.90	\$143,977
<b>Services</b>			
Auto Repair Service Policy	107	\$14.96	\$272,571
Auto Service Club Membership	98	\$20.82	\$379,399
Air Conditioning Repair	107	\$24.80	\$451,827
Body Work and Painting	102	\$54.37	\$990,637
Brake Work	101	\$80.02	\$1,457,809
Clutch and Transmission Repair	99	\$66.39	\$1,209,644
Cooling System Repair	102	\$30.34	\$552,746
Drive Shaft and Rear-end Repair	105	\$11.35	\$206,793
Electrical System Repair	101	\$41.59	\$757,674
Exhaust System Repair	98	\$17.80	\$324,350
Front End Alignment, Wheel Balance/Rotation	99	\$15.66	\$285,339
Lube/Oil Change and Filters	98	\$93.84	\$1,709,725
Motor Repair and Replacement	102	\$118.87	\$2,165,682
Motor Tune-up	102	\$70.58	\$1,285,869
Shock Absorber Replacement	102	\$6.13	\$111,664
Steering and Front End Repair	96	\$23.30	\$424,565
Tire Repair and Other Repairs	100	\$70.62	\$1,286,662

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.